A photograph of the Space Shuttle Columbia on the launch pad, viewed from a low angle. The shuttle is white with orange external tank and white boosters. The launch pad structure is visible to the left. The sky is blue with white clouds.

Sales Enablement for Hyper-Growth: Lessons from the Trenches

Dexcom[®] **MindTickle**!★

Meet the speakers



Pat Lynch

**VP of Enablement & Innovation
MindTickle**



Steve Lamar

**Director of Sales and
Leadership Development
Dexcom**



Dexcom®



Sales Enablement for Hyper Growth: Lessons from the trenches

Steve Lamar

Director of Sales and Leadership Development

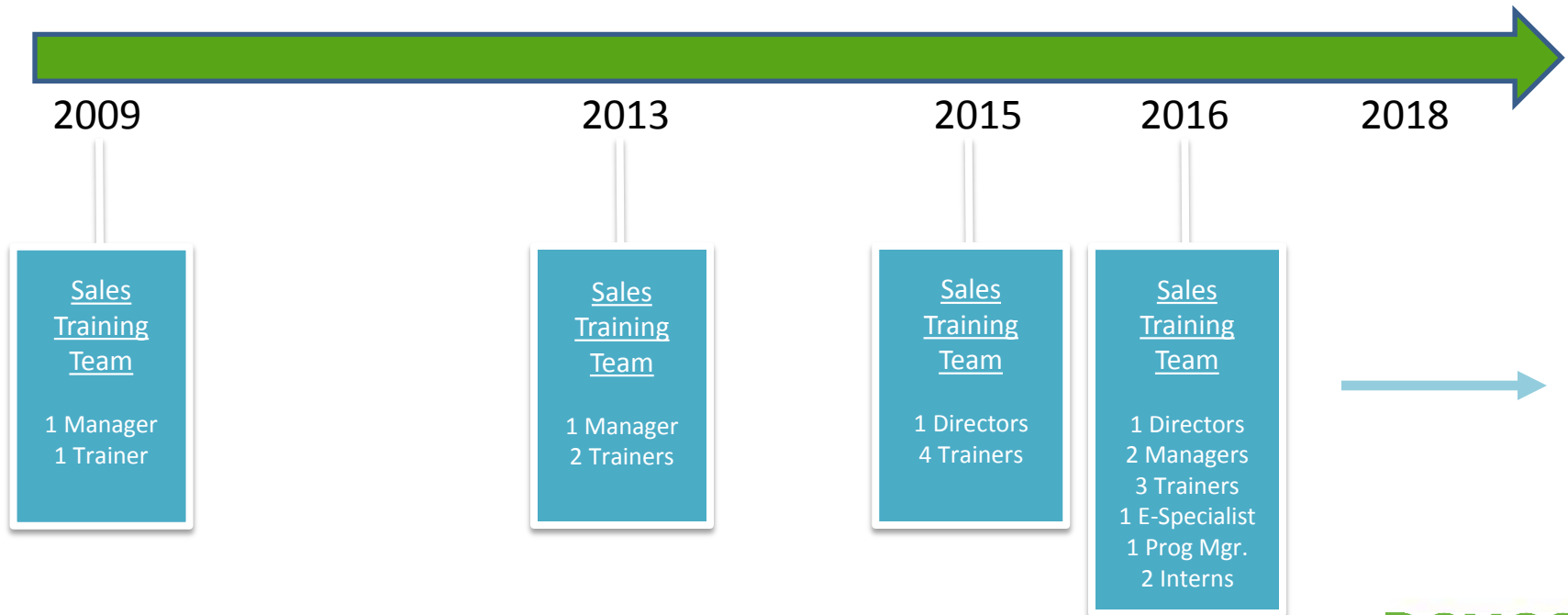
Who is Dexcom?

Continuous Glucose Monitoring

- Founded in 1999
- Focus on continuous glucose monitors for people with diabetes
- Market leader in the category
- Complex sales process through insurance
- Complex sales process = Complex training
- Numerous support teams to support customers and sales efforts
- Added approximately 40%+ employees since 1/2017



Timeline for Sales Enablement at Dexcom



Sales Enablement (Training Team)



Sales Enablement Impact



Inside Sales



Field Sales



Account Managers



Dexcom Care



Distribution and Partners

← Over 1,000 Active Learners →

The Mandate for Sales Enablement

Why “sales enablement” exists at Dexcom?

- Strategic shift to be a proactive partner
- Demonstrate ROI impact to the organization
- Highlight the effectiveness of the Training team
- Assist with highlighting leadership development opportunities

Sales Enablement

Philosophy

- A blended learning approach that allows:
 - Learners to acquire essential knowledge
 - Practice application of knowledge
 - Partner with leadership on development
 - Leverage analytics to improve programs and learner effectiveness
 - Manage learning effectiveness across multiple commercial functions

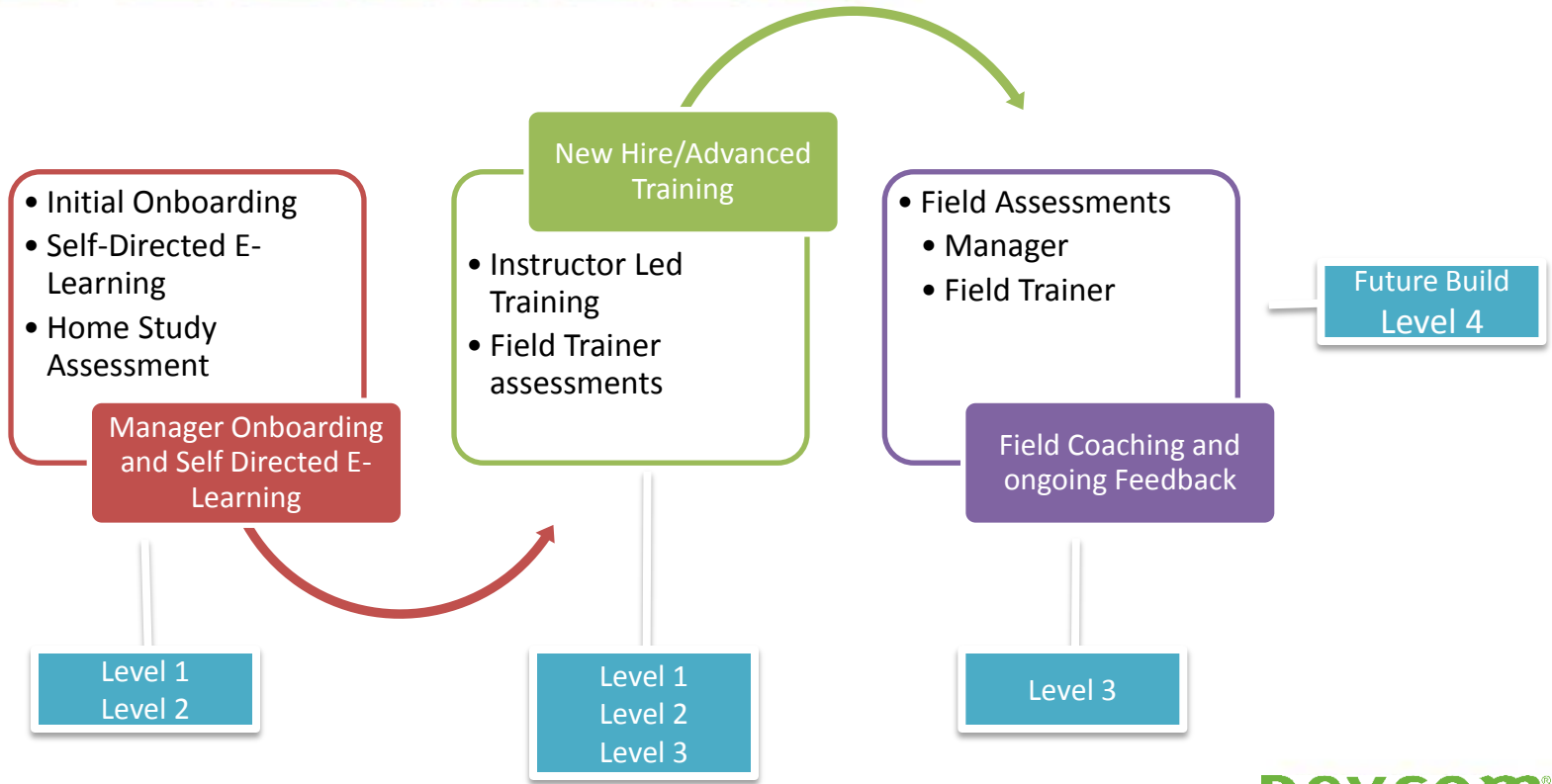
Sales Enablement at Dexcom



Pitfalls to Sales Enablement

- Learner environment not user friendly or accessible
- Limited functionality of the platform
- Rapid growth requiring constant updates to curriculum
- Lack of robust reporting and analytics
- Manual assessment and certification processes
- Limited/Lack of sales leader visibility/involvement with learner progress
- Limited coaching data capabilities
- No visibility of learner engagement

Training Process



Key Enablement Use Case

Key Examples:

- Gamification
- Benchmarking
- Analytics
- Coaching Reports
- Missions (remote coaching)

Engagement and Gamification

The screenshot displays a gamified learning interface for 'MindTickle'. The main area features a map with various locations: 'Welcome', 'History', 'Brand', 'Culture', and 'Business Overview'. A progress bar at the top indicates '100 / 1200 pts'. A pop-up window shows the user is '100 points away from the next badge' and lists three achievement levels: 'Intermediate @400pts', 'Expert @800pts', and 'Champion @1000pts'. On the right, a 'Hall Of Fame' leaderboard lists top performers with their names and scores. Below the leaderboard, a list of activities shows recent completions, such as 'Marc Wendling earned Beginner Badge' and 'Hilary MacPhee completed Team 1'.

Rank	Name	Score
1	Ratnesh Sharma	1200
2	Kaito	1190
3	Neeraj Sanghvi	1080
4	Catilyn	1076
5	Shyam HN	1060
6	Sam Neil	1030

Name	Activity	Date
Marc Wendling	earned Beginner Badge	Sep 1, 2016
Hilary MacPhee	completed Team 1	Aug 30, 2016
Hilary MacPhee	completed Page 1	Aug 30, 2016

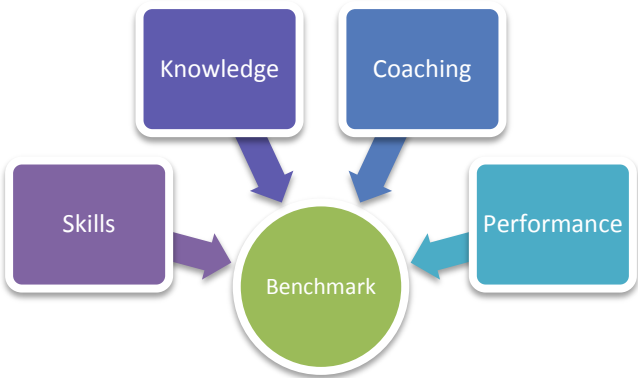
Leaderboard drives engagement

Points awarded for engagement

Badges awarded for achievement

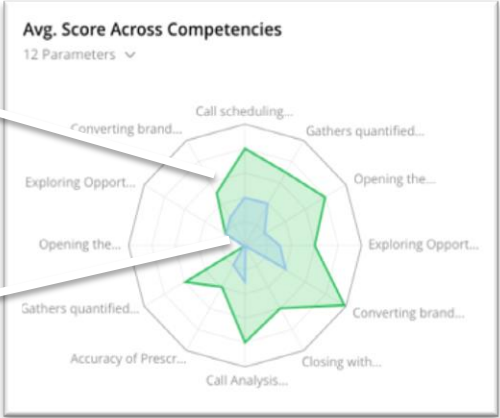
Listed activities to engage learners

Benchmarking Analytics



Competency assessment

Role benchmark



Coaching Forms and Certifications

Issue: Paper and spreadsheet coaching forms

Key skill or competency to be rated

Assessment parameters can be created and assigned (Likert Scale)

Overall score for assessment

Coaching Sessions: **DBM Pre-Work Certification Checklist**

Coaching Sessions

S1 25 May, 2018 >

Scheduled Date: **Not Scheduled** Reviewed Date: **25 May, 2018**

1 G6 Product Teach Back Workshop

1. TBM completed Dexcom Academy courses:

- 1. G6 Product Training
- 2. TBD - G6 Product Assessment
- 3. Introduction & Review of Dexcom G6

Yes No Not Applicable

2 Selling G6 Workshop

1. TBM completed Dexcom Academy courses:

- 1. POA 53.0 - G6 Core Visual Aid & Quiz
- 2. POA 53.0 - G6 Mission

Yes No Not Applicable

2. TBM completed:

- 1. Customer profile for Customer #1
- 2. Pre-call plan for Customer #1

Review Score: 100%

Coaching Analytics

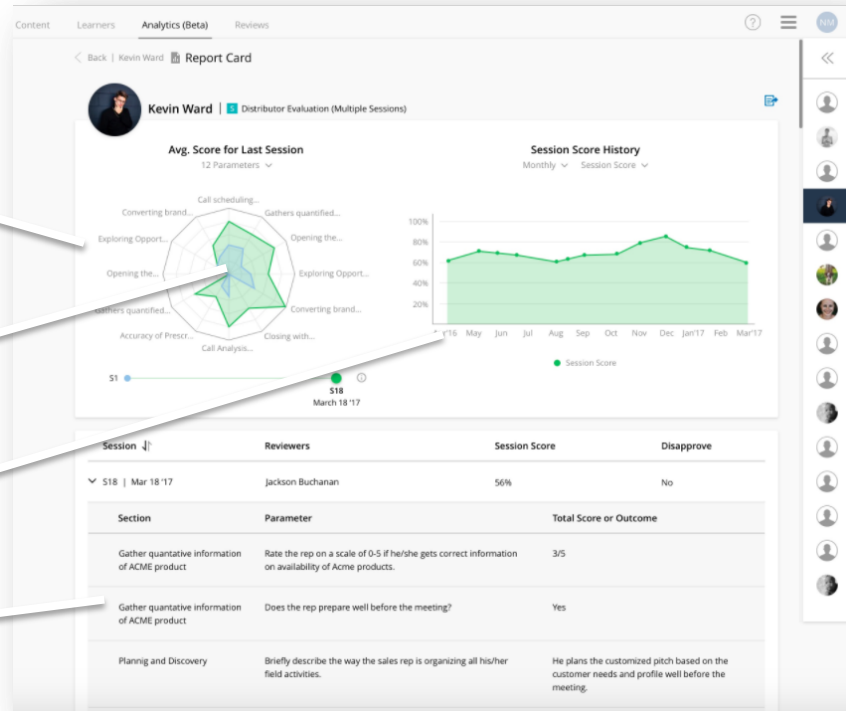
Issue: no centralized coaching analytics to drive sales team development

Competency heatmap

Role benchmark

Historical coaching results

Coaching parameters



Missions (Remote Coaching)

Review: G6 Core Visual Aid, < Prev | Next >

Mission Description

Target - 02m : 00s

Cut-off Score: 4/5

Think of a customer you call on who regularly prescribes Dexcom but at a low volume and you know they have huge potential to prescribe more. They tell you they really like Dexcom, as do their patients, but the numbers don't seem to support their claims. In 2 minutes or less, use the Dexcom G6 visual aid to highlight unique features and benefits of G6 to expand their Dexcom CGM use.

[View less](#)



Your Review	Comments
Clarity of Communication	4.5
Confidence	4.5
Enthusiasm	3.5
Product Knowledge	1.5
Covered required topics	5
Review Score	3.4

Positive Feedback:
Very clear and concise presentation

Constructive Feedback:
Pick up the enthusiasm! You are trying to sell!

[Submit Review](#) [Decline Review](#)

Issue: Managers don't get enough face-to-face coaching time

Mission scenario

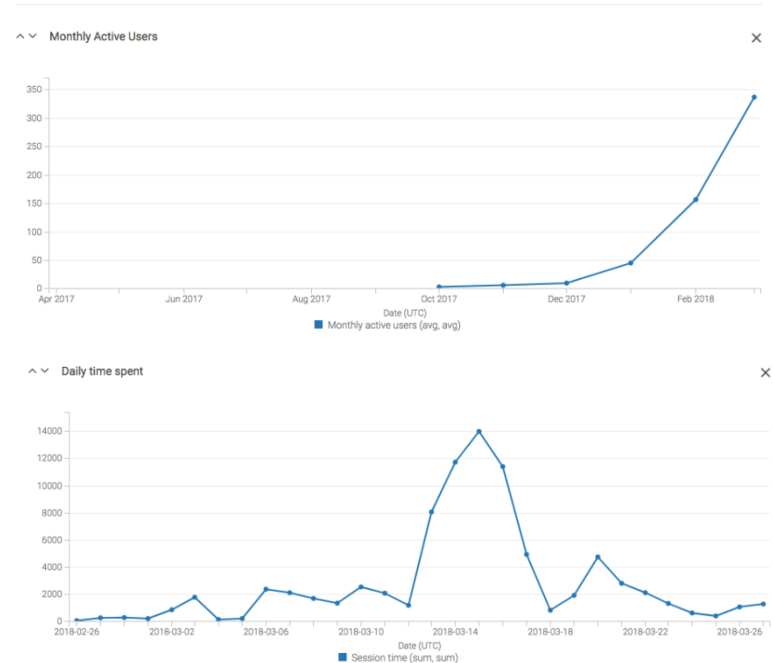
Scores based key categories of assessment

Written feedback

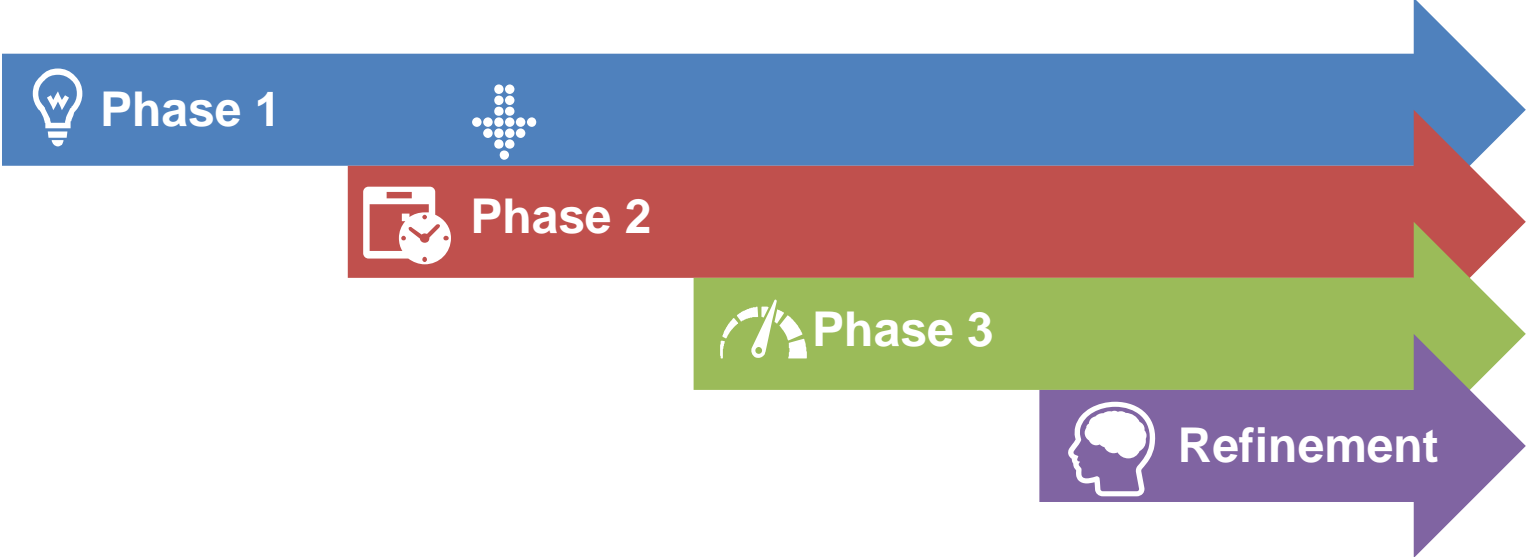
Results / ROI

Lessons Learned

- Learners are quick to engage training when assigned
- Adoption of new hire onboarding and successful SKO Pre-work rollout led to an increase in number of active users
- **79% of field learners are using the mobile app for training**
- Inside and outside sales learners log-in with the same frequency



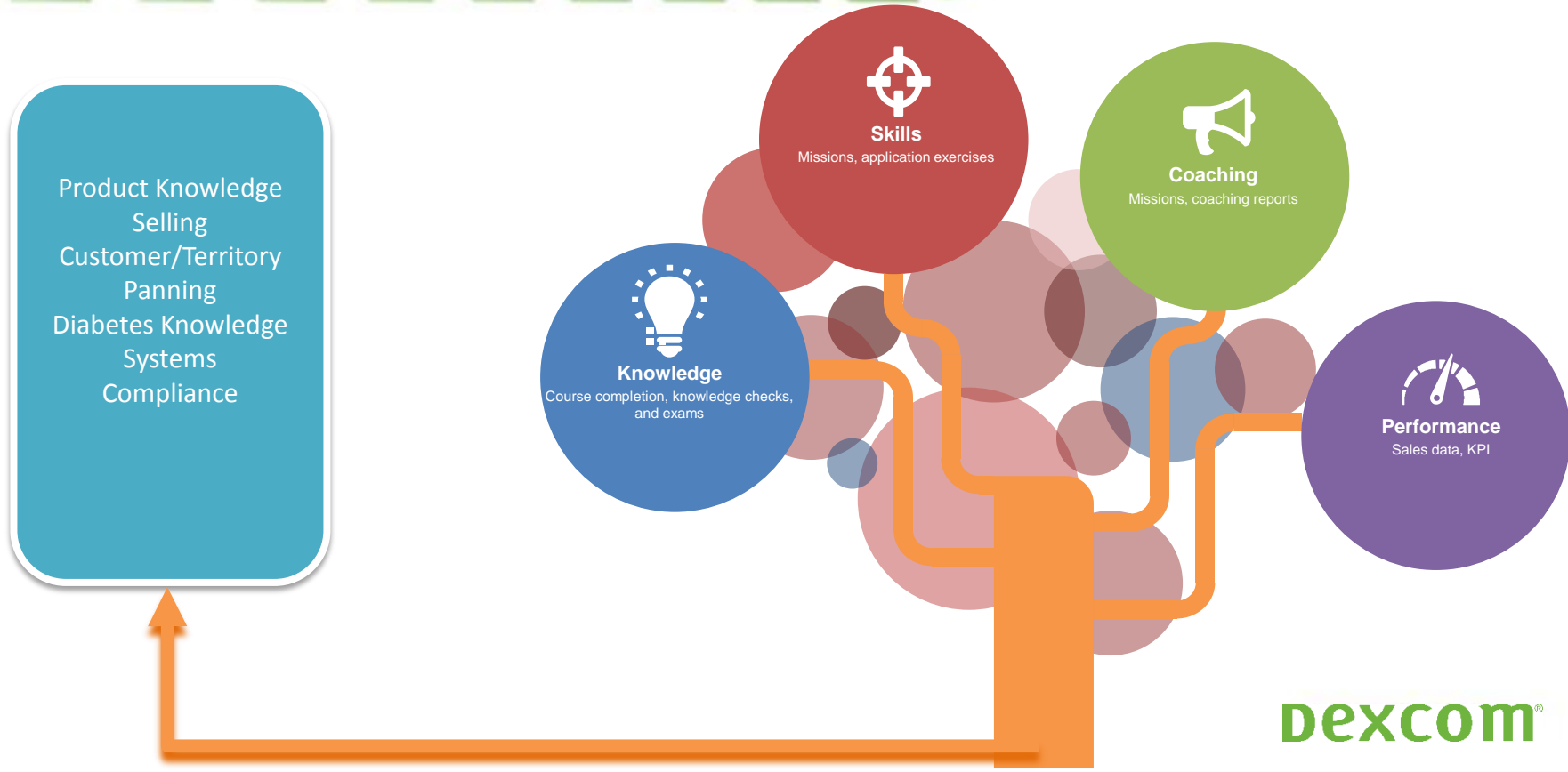
Future Direction – Our Roadmap/Playbook



Recap / Lessons Learned

- Leverage the experts to help develop your platform
- Begin the migration process early
- Ensure your courses are current
 - Don't let content intimidate you
- Drivers for success
 - Engage your training team early on platform selection
 - Create a list of requirements based on current and past experiences
 - Ensure sales leadership is aligned on your selection before proceeding
 - Ensure essential competencies are identified

The Importance of Competencies



Key Drivers of Enablement

Simple User
Interface

Mobile Access

Gamification

Integrated
Coaching Data

Partnership
with the
Vendor

Automated
Certifications

Coaching
Forms

Integrated
Analytics

Missions

An abstract graphic design featuring a series of overlapping, semi-transparent green trapezoidal shapes that create a sense of depth and movement, resembling a stylized wave or a series of steps. The shapes are arranged in a line that curves from the bottom left towards the right, eventually tapering off into a dense, vertical stack of thin green lines on the far right. The overall effect is clean, modern, and professional.

Thank You

dexcom[®]

Where to find more Sales Enablement Best Practices?



Sales
Enablement
Success
Stories

Learn more about how leading companies are solving for sales enablement challenges.



Sales
Excellence
Podcast

Listen to sales enablement professionals sharing best practices and solutions to common enablement challenges.



Live and
On-Demand
Webinars

Watch sales and sales enablement leaders sharing growth hacks and tips from personal experiences in hyper growth organizations.

To learn best practices from leading sales enablement teams checkout www.mindtickle.com



APPDYNAMICS

Avalara



cloudera



Couchbase

NUTANIX



qualtrics

@mindtickle

#MTWEBINAR

MindTickle!

Questions?





Thank
You!